

FRONTLINE

WORLD

stories from a small planet

FRONTLINE/World **FORMS**

Section 4



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FRONTLINE/World --- pbs.org/frontlineworld

Email fwengagement@kqed.org for questions, comments or information on anything in this Participation Guide.

2601 Mariposa St., San Francisco, CA 94110 (415) 553-3388

PRE-EVENT ORGANIZER INFORMATION

Thank you for your interest in using **FRONTLINE/World** in your community. In an effort to understand and track the various uses of our stories, we ask that you provide us with some information before and after the screening, event or other use of **FRONTLINE/World**. In exchange, we will provide you with a **FRONTLINE/World** episode(s) of your choice, postcards, an email sign-up list and key chains, in addition to posting your event on our Web site if you desire.

| | | | |
|--------------|----------------------|-----------|----------------------|
| NAME | <input type="text"/> | TELEPHONE | <input type="text"/> |
| TITLE | <input type="text"/> | FAX | <input type="text"/> |
| ORGANIZATION | <input type="text"/> | EMAIL | <input type="text"/> |
| ADDRESS | <input type="text"/> | WEB SITE | <input type="text"/> |
| | <input type="text"/> | | |

YOU ARE (CIRCLE ONE OR ALL APPLICABLE):

| | | | |
|----------|-----------------------|-----------------------|-----------------------|
| Educator | Outreach Professional | National Organization | Nonprofit Business |
| Station | Community Agency | For-profit Business | Other (specify) |

PRE-SCREENING QUESTIONS

1. Describe your organization, its mission and its constituency.

2. What is your interest in **FRONTLINE/World**?

3. Describe the proposed use of **FRONTLINE/World**.

4. Will you need a copy of **FRONTLINE/World**? Which story or episode?

5. When and where will the event take place? Describe the setting.

6. Who will attend the event?

7. If the event includes a screening, will the screening be followed by discussion?
If yes, will the discussion be facilitated and by whom?

8. What objectives are you most interested in addressing through using the clips?

9. What partners will you be working with for this event? Please provide contact name,
title and information if possible.

10. How did you hear about **FRONTLINE/World** and its engagement campaign?

Please initial the following:

I agree to complete the post-screening form at the conclusion
of our event.

I will adhere to all conditions specified in this Participation
Guide (see Planning an Event Step 5: Signage and Step 6:
Cover Charge Policy), including not charging admission for the
screening.

Please provide us with the following information if you would like to publicize the event on the **FRONTLINE/World** Web site.

Event Title

Event Date(s)

Event Time

Location Name

Location Address

.....

Contact Name

Contact Telephone

Contact Email

Web Link

Event Description

.....

.....

.....

POST-EVENT ORGANIZER FEEDBACK

In an effort to understand and track the various uses of **FRONTLINE/World**, we ask that you take a moment to describe your **FRONTLINE/World** event. Thank you for your support. We look forward to working with you in the future!

Please complete this form and fax it to Brent Hall at (415) 553-2456. If you have copies of audience surveys, invitations, flyers, photos, press releases, articles and so on, please mail us copies for our records.

| | | | |
|--------------|----------------------|----------------|----------------------|
| NAME | <input type="text"/> | EMAIL | <input type="text"/> |
| TITLE | <input type="text"/> | EVENT TITLE | <input type="text"/> |
| ORGANIZATION | <input type="text"/> | EVENT LOCATION | <input type="text"/> |
| TELEPHONE | <input type="text"/> | EVENT DATE | <input type="text"/> |

POST-SCREENING QUESTIONS

1. Please describe your impressions of the screening.
2. What were your organization's goals for the screening? How did or didn't **FRONTLINE/World** help you accomplish those?
3. What **FRONTLINE/World** stories did you use?
4. Approximately how many people attended the screening? Please list some attendees.
5. What was the composition of the audience? Age, gender, ethnicity, education, income, etc.

6. Was there any audience feedback about the **FRONTLINE/World** clip? Please tell us some of the more interesting comment(s).

7. How would you describe the experience of working with **FRONTLINE/World** and its staff?

8. Do you have any other comments on using **FRONTLINE/World** as part of this screening?
About what worked and what didn't work?

9. Would you be interested in hosting more **FRONTLINE/World** events?

10. Do you know of other organizations that would benefit from **FRONTLINE/World** content?
Please list their names and, if possible, their contact information.

FRONTLINE/World Audience Survey

Thank you for attending this **FRONTLINE/World** event! Visit pbs.org/frontlineworld for more information on today's topics. Please help us to assess and improve these events by completing this short survey. Data will be shared only with **FRONTLINE/World** and this event's partner(s).

If you would like to receive **FRONTLINE/World's** newsletter, please provide us with your email address and tell us what topics interest you.

EMAIL

TOPICS

1. I am participating in this event in my role as:

- Member of host or partner organization
- Student
- Community member
- Educator

2.

How did you learn about this event?

- Flyer / mailer (Host / partner)
 - i. From host or partner
 - ii. From local PBS
- Web site
 - i. Host's or partner's
 - ii. FRONTLINE/World
 - iii. Local PBS
 - iv. Other
- Email
 - i. Host's or partner's
 - ii. FRONTLINE/World
 - iii. Local PBS
 - iv. Other
- Event calendar
- Radio mention
 - i. Local NPR
 - ii. Other
- Television mention
 - i. Local PBS
 - ii. Other
- Word of mouth
- Other

3. Has this program changed the way you view a place, event or issue?
- Significantly
 - Somewhat
 - Not really
4. After seeing this show, which of the following steps are you likely to take?
(Please circle all that apply.)
- Read articles related to the issue
 - Discuss the issue with friends or family
 - Modify your own behavior in some way to positively impact issue;
please describe how:
 - Attend additional events held by the host organization or other events addressing
this issue
 - Express your opinion on this issue to a politician, community leader or other
person who might have an impact on this issue
 - Take on volunteer work related to this issue
 - None
5. Have you ever seen **FRONTLINE/World** before this?
- Yes
 - No
6. After this program, how likely are you to watch **FRONTLINE/World**?
- Very likely
 - Likely
 - Unlikely
7. Would you recommend this show to others?
- Yes
 - No
 - Not sure
8. How often do you watch public television (PBS)?
- Daily
 - Weekly
 - Monthly
 - Rarely
 - Never
9. How often have you seen **FRONTLINE**?
- 20+ times
 - 11-20
 - 6-10
 - 1-5
 - Never

10. Do you plan to visit the **FRONTLINE/World** Web site?
- Yes
 - No
11. Which of the following features on **FRONTLINE/World's** Web site are you likely to use?
(Please circle all that apply.)
- Streaming video
 - Original articles
 - Discussions and chats
 - Background information on this episode
 - Related links
 - Newsletter sign-up
 - Forwarding information to others
12. What is your gender? (optional)
- Male
 - Female
13. What is your age? (optional)
- Under 17
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65-74
 - 75+
14. What is your ethnic background? (optional)
- African American/Black
 - Asian
 - Hawaiian/Pacific Islander
 - Latino/Hispanic
 - Multiracial
 - Native American/Alaska native
 - White/European American
 - Other
15. In your own words, please tell us what you thought of this program.
(Use the back as needed.)

